



Permit #S00041793

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information**Permit No:** S00041793**Type of Permit:** STILL**Release Date:** 07/08/2011**Production Company** ROBERT DEUTSCHMAN**Producer** Laura Fow**Insured Company Name** ROBERT DEUTSCHMAN**Director** Robert Deutschman

Contact Phone No. 1 818-980-1414

1st AD n/a n/a

Contact Phone No. 2

Fax

Address 11604 DILLING ST
STUDIO CITY, California 91604**Production Manager** Laura Fow**FilmL.A. Coordinator** Naomi Kajiyama**Production Title** FRITO LAY**Location Manager** Laura Fow

Primary Phone Mobile - 213-448-6645

Secondary Phone Office - 818-980-1414

Type of Production Still Photo**Location Assistant** n/a n/a

Primary Phone Office - 000-000-0000

Secondary Phone

Fees

Posting 300 \$69.00

Total Permit Fee \$2,404.00

Notification Charge \$155.00

Number of Locations 2

FILMLA FILM APPLICATION FEE \$625.00

LA CITY DEPT OF REC AND PARKS PARK
MONITOR FEE \$418.00LA CITY FIRE DEPARTMENT SPOT CHECK
SURCHARGE \$85.00

FILMLA MONITOR FEES \$480.00

FILMLA MONITOR FEES OVERTIME \$270.00

LA CITY DEPT OF REC AND PARKS STILL PHOTO
USE FEE 15 PLUS PERSONS \$150.00LA CITY DEPT OF REC AND PARKS MONITOR
ADMIN FEE \$152.00



FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information**Location****Location 1 of 2****Page 1 of 1**

Permit Number S00041793
Production Company ROBERT DEUTSCHMAN
Insured Company ROBERT DEUTSCHMAN
Production Title FRITO LAY

Location Manager Laura Fow
Primary Phone Mobile - 213-448-6645
Secondary Phone Office - 818-980-1414

Location Address 4730 Crystal Springs Dr, Los Angeles 90027

Location Name GRIFFITH PARK

Location Type Park

Location Description LOS ANGELES CITY PARK

Film Dates 7/11/2011 - 7/11/2011 07:30 - 18:00 1 day

Open or Closed to the Public Open

Generic Conditions Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents RobertDeutschman.FritoLay.41793.AL.pdf
RobertDeutschman.FritoLay.41793.GRIFFITH.pdf

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	Cast/Crew vehicles	30		Cast	10
	Cube Trucks	2		Crew	30
	Motor Homes	2		Rec & Park Monitor required	1
	Vans	2		Spot Check	1

Filming Activities Exterior models against scenery;

Jurisdiction Political: Los Angeles City - Council District 04

Police: Los Angeles Police Department

Fire: Los Angeles City

Thomas Guide Page: 564

Grid: A4

Approvals LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE
LOS ANGELES POLICE DEPARTMENT

Joanne Luna
Melissa Hernandez

Coordinator Note No generator without presence of UFSO
Spot check ok per Capt Fowlks

Coordinator Note SHOOTING AT JOHN FERARRO FIELD, PARK CENTER, AND OLD ZOO
1 park monitor required 0730-1200 hrs (plus 2 hrs admin fees)
1 park monitor required 1200-1800 hrs (plus 2 hrs admin fees)

Parking Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location



FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information**Location****Location 2 of 2****Page 1 of 2**

Permit Number	S00041793	Location Manager	Laura Fow
Production Company	ROBERT DEUTSCHMAN	Primary Phone	Mobile - 213-448-6645
Insured Company	ROBERT DEUTSCHMAN	Secondary Phone	Office - 818-980-1414
Production Title	FRITO LAY		

Location Address 428 Surfview Dr, Los Angeles, CA, 90272

Location Type Private Residence

Location Description PRIVATE RESIDENCE

Film Dates 7/12/2011 - 7/13/2011 08:00 - 18:00 2 days

Open or Closed to the Public Closed

Generic Conditions FilmLA Monitor required at a minimum of four hours.
Must comply with attached Beaches and Harbors Conditions
Must comply with attached conditions
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents COUNTY PARKING LOT GUIDELINES.pdf
Pacific Palisades July 2009.pdf

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	Cast/Crew vehicles	30		Cast	10
	Cube Trucks	2		Crew	30
	Motor Homes	2		FilmL.A. Monitor (s)	1
	Vans	2		Spot Check	1

Filming Activities Interior models against scenery; FilmLA monitor required 7/12-7/13 0700-1800 hrs;

Jurisdiction **Political:** Los Angeles City - Council District 11

Police: Los Angeles Police Department

Fire: Los Angeles City

Thomas Guide **Page:** 630

Grid: F5

Approvals LOS ANGELES POLICE DEPARTMENT

Melissa Hernandez

Coordinator Note No generator without presence of UFSO
Spot check ok per Capt Fowlks

Parking **Base Camp**
Location Type : Filming
Location

Crew Parking
Location Type : Other
Location

WILL ROGERS STATE BEACH
17700 Pacific Coast Hwy, Los Angeles,
CA, 90272

Parking Notes

Cast/Crew parking at PCI Lot 4/Gladstone's Lot (30 spaces) 7/12-7/13 0800-1800 hrs

Must contact Gladstone's directly for permission to park in lot
All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.



FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information**Location****Location 2 of 2****Page 2 of 2**

Permit Number S00041793
Production Company ROBERT DEUTSCHMAN
Insured Company ROBERT DEUTSCHMAN
Production Title FRITO LAY

Location Manager Laura Fow
Primary Phone Mobile - 213-448-6645
Secondary Phone Office - 818-980-1414

No parking, blocking and/or staging in handicap spaces, electric charging stations or Pay & Display machines.
All companies must contact PCI (310) 821-1081 prior to film date to make arrangements for parking (see parking guidelines)

Posting "No Parking" signs Surfview Dr., 150' North & 150' South of location at 428 Surfview Dr

Approximate Footage 0 - 300

Log Number 18624

Date(s) 7/12/2011 to 7/13/2011

Time(s) 07:00 to 22:00

Appointment of Film Permits Unlimited, Inc. As Authorized Agent and representative

I certify that I am a representative of Robert Deutschman, Inc. ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and its employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire on: (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 8-10-10

Robert Deutschman, INC.
Name of Principal

By: Laura Fow
Representative's Signature

LAURA FOW
Print Representative's Name

STUDIO MGR.
Representative's title

11604 DILLING ST, STUDIO CITY, CA 91604
Principal's Address
818-980-1414
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company



PARK FILM OFFICE

City of Los Angeles, Department of Recreation and Parks
 4730 Crystal Springs Drive, (Mail Stop 664)
 Los Angeles, California 90027
 Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks. In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland

Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.

- **OK TO DO STILL PHOTO SHOTS AT JOHN FERRARO FIELD, PARK CENTER, AND OLD ZOO ON 7/11/11.**
- **OK TO STILL FROM 7:30AM-6PM (TIME FRAME FOR ALL LOCATIONS)**
- **OK TO CREW CAR PARK AT JOHN FERRARO, OLD ZOO PARKING LOT AND MGR LOT 2 AND 3.**
- **CREW OF 40.**
- **MUST BE OFF GROUNDS AT JOHN FERRARO FIELDS BY 6PM. DUE TO PRIORITY PERMITS.**
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.

- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permittee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permittee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permittee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine .tenance Approved during walk through.

S-41793**ROBERT DEUTSCHMAN - FRITO LAY****(JOHN FERRARO SOCCER FIELD, PARK CENTER, OLD ZOO AND PARKING LOT, MGR LOTS 2 AND 3.)**

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**
- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).
- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.
- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.
- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.
- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).
- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.
- A parking contract does not constitute a film permit.

SPECIAL FILMING CONDITIONS PACIFIC PALISADES, PALISADES HIGHLANDS AND CASTELLAMMARE AREAS

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The following Special Filming Conditions have been established to mitigate the concerns of local residents. These Conditions are a result of meetings with the Pacific Palisades Town Council, City Council Office representatives and area residents.

- **FilmL.A. will evaluate all requests for permits in this area using the following criteria:** Frequency of filming per block near the requested location and parking areas – Duration and frequency of recent filming – Proximity of concurrent filming activities – Historical use – Recent problems or complaints – Number of filming days requested – Company size – Proposed activities (effects, excessive noise, cranes, etc.) – any other criteria that may be relevant to the specific situation. ***NO PERMITS FOR THIS AREA SHOULD BE ASSUMED TO BE AVAILABLE WITHOUT THE ABOVE REVIEW.***
- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*
- **Craft services, catering trucks, food preparation tables and dining tables are prohibited on sidewalks or parkways and must be out of public view.**
- **Trash and refuse must be removed from the area immediately after filming activities are completed.**
- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.** unless affected residents (generally those within 300' of the filming activities or equipment parking) are surveyed to identify neighborhood concerns and approval is obtained from FilmL.A.. The approved times must be indicated on the permit.
- **No weekend or holiday filming unless approved by FilmL.A.**
- **Parking of production equipment is limited to one side of the street.** Film company vehicles shall not interfere with gardener's activities, trash pick up, safe use of streets or access to resident driveways, unless approved by the affected residents. ***In some instances, it may be necessary for companies to post both sides of the street to maintain proper access for emergency vehicles and area residents.***
- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.
- **Lighting is to be confined to the specific site and shall not adversely impact neighbors and/or traffic.**
- **Cast and crew may not park on area streets.** Off-street parking must be provided.
- **Prep and strike days must be included on the permit and may not take place on weekends unless approved by FilmL.A.**

NOTE: ADDITIONAL CONDITIONS ARE APPLICABLE FOR THE HUNTINGTON PALISADES, RIVIERA ESTATES, PALISADES BLUFF AREA AND THE INTERSECTION OF ALMA REAL AND OCAMPO DRIVES.